REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	25 May 1998
Name of applicant/court:	Comptroller of Customs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Blue Climax-49
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Color-Climax Corporation
Author:	Not Applicable
Format:	Magazine
Country of Origin:	Denmark
Language:	English, German, French, Spanish

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Components of film originally examined:

Feature:	Not Applicable	Running time:
Trailers:		Running time:
		Total Running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

Display Conditions:

That when the publication is on public display, the classification given to the publication must be shown on the publication; or any package in which the publication is kept
and
That the publication must be publicly displayed only in a sealed package

… Please turn over

and
That where the publication is publicly displayed in a package, the package must be made of opaque material.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on Not Applicable

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SUMMARY OF THE REASONS FOR DECISION:

The magazine *Blue Climax - 49* is classified as:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

This classification is due to the explicit focus on sexual activity throughout the publication.

The magazine contains photographic sequences of women and men engaging in intercourse. Women are the predominant focus in all of the photographs, as they display their sex parts and engage in sexual acts, while the men are largely cropped out of the photographs. There is a level of strength in the extent, degree and manner in which the women are degraded, demeaned and dehumanised by the magazine presenting them as a selection of sex parts. This view is not so strong as to overwhelm the publication, as in each instance the photographic sequences are introduced by the clothed participants meeting and greeting each other. This gives an impression that the sexual liaison has some context, which is reinforced by the textual description of the scenario. In addition, the women pose and smile throughout the sexual acts, giving the appearance that they are in control of the sexual activity. Thus, the main effect of the magazine is a collection of sexual sequences between active and aware participants.

These considerations outweigh the rights and freedoms outlined in the New Zealand Bill of Rights Act 1990. Due to the explicit nature of the sexualised imagery in the magazine, restriction to an adult audience under the Films, Videos, and Publications Classification Act 1993 is considered to be a reasonable limit prescribed by law.

OFLC Ref: 9700857